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PREFACE

The CoreConferences 2019 held on 20th – 21st March, 2019, in collaboration with Association of Scientists, Developers and Faculties (ASDF), an International body, at Taipei, Taiwan.

CoreConferences 2019 provides a chance for Academic and Industry professionals to discuss the recent progress in the area of Multiple. The outcome of the conference will trigger for the further related research and future technological improvement. This conference highlights the novel concepts and improvements related to the research and technology.

The technical committee consists of experts in the various course subfields helped to scrutinize the technical papers in various fields, support to maintain the quality level of the proceedings of conference which consist of the information of various advancements in the field of research and development globally and would act as a primary resource of researchers to gain knowledge in their relevant fields.

The constant support and encouragement from Dr. S. Prithiv Rajan, ASDF Global President, Dr. Julie Rue Bishop, ASDF International President and Dr. K. Kokula Krishna Hari, ASDF International General Secretary helped a lot to conduct the conference and to publish the proceedings within a short span. I would like to express my deep appreciation and heartfelt thanks to the ASDF team members. Without them, the proceedings could not have been completed in a successful manner. I would like to express my sincere thanks to our management, student friends and colleagues for their involvement, interest, enthusiasm to bring this proceeding of the conference in a successful way.

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Awwal-Awwal Tampat Budjang Journey Back to Pre-Islamic Epoch: A Cultural Semiotic

Helen G Juaini¹

Abstract: Cultural background plays a significant role in the sphere of semiotics. Semiotics as a discipline is recognized as a useful tool in gauging cultural background and identifying signs that might represent the message of a certain work. Given the rich cultural context of Tawi-Tawi oral literature this can be used in studying semiotics. Semiotic tools were employed to interpret the awwal-awwal as provided by the respondents and to formulate a subsequent understanding of this oral literature in relation to the Sama's claim of sacredness of Tampat Budjang.



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Politeness and Intimacy in Application Letters of Three Cultural Groups in Mindanao

Helen G Juaini¹

Abstract: 150 application letters from the three cultural groups in Mindanao, namely Sinama, Subanen, and Tausug have been analysed in a mixed-method design. The focus of the study is on the two features of politeness and intimacy. In the quantitative analysis, the model proposed by Brown & Levinson (1987) and that of Columns (2005) which have drawn upon the features of indirectness in requesting and the length of letters as the indicators of politeness are used. In the qualitative and descriptive analysis formality in salutation and opening clause as well as the use of abbreviated forms are taken into account. The result shows that Tausug use the politest style in their application letters, followed by Sinama and Subanen respectively. On the other hand, Sinama, Subanen, and Tausug use the least intimate style in their business letters. The findings are hoped to help better inter-cultural understanding, especially with respect to written rhetorical characteristics.

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